

ABSTRACT OF THE DISCLOSURE

All of an internet user's internet data is routed to a known domain on the internet, from which it is routed on to the intended recipient. The domain includes proxy servers which proxy the user's WWW data requests to the domain, and database servers which filter and build a database of the user's internet usage.

5 Particular data concerning certain behaviors of interest, such as purchasing data, is filtered into the database, and can form the basis for numerous market measures.